**1. Customer Engagement Analytics**

* **Review Insights**:
  + Total number of reviews.
  + Average customer rating.
  + Sentiment analysis (e.g., % positive, neutral, negative reviews).
* **Response Rate**:
  + How quickly businesses respond to reviews.
  + % of reviews with responses.

**2. Photo and Product Engagement**

* **Photo Interactions**:
  + Number of views per uploaded image (logo, cover, product images).
  + Click-through rate (CTR) for images (if clickable).
* **Product Performance**:
  + Most viewed or clicked product images.
  + Products with the highest customer interest (based on views or interactions).

**3. Hours and Location Metrics**

* **Location Engagement**:
  + Number of customers who clicked on the map for directions.
  + Geographic distribution of customers using the map.
* **Peak Hours Insights**:
  + Analytics showing which business hours have the most customer activity or inquiries.

**5. Overall Trends Over Time**

* Historical data trends:
  + Review growth trends (e.g., spikes in reviews after promotions or events).
  + Change in average ratings over time.
* Customer engagement growth:
  + Increase in interactions with products, reviews, or location.